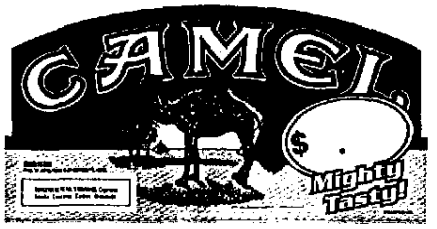
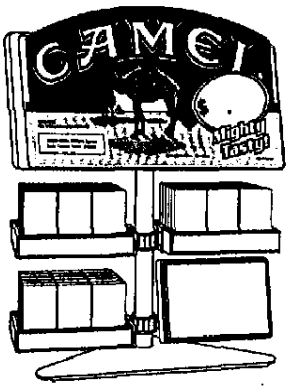
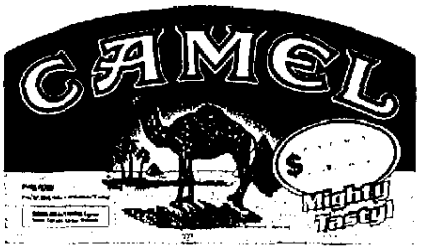
PTD IN USA

Camel Overlay POS



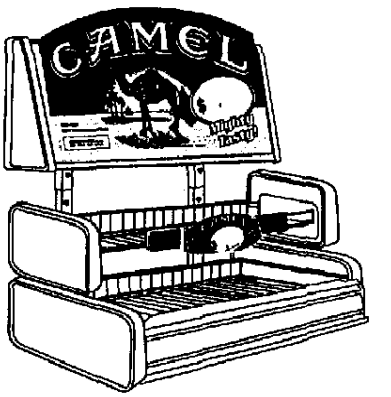
APD CARD
DIMENSIONS: 15-9/16"w x 7-9/16"h



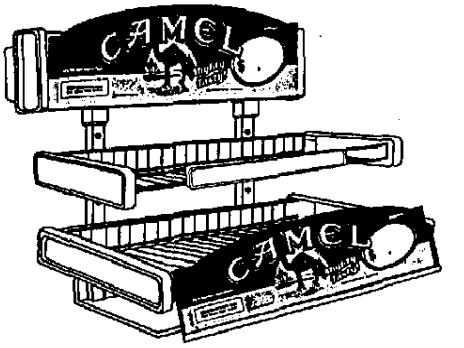


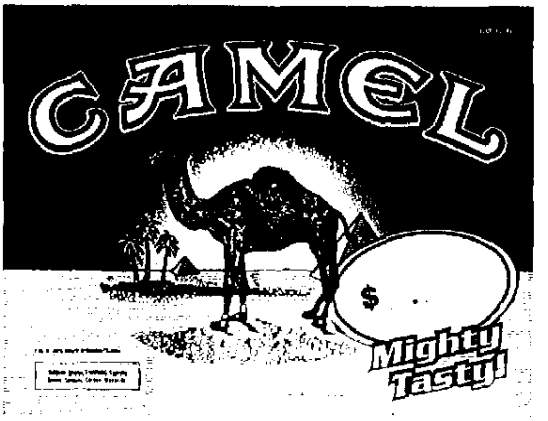
19" CANOPY CARD
DIMENSIONS: 19"w x 10-3/8"h

CHANNEL STRIP
DIMENSIONS: 14-1/2"w x 3-3/4"h
(See reverse side for instructions)



LARGE PMC CARD
DIMENSIONS: 18-3/8"w x 4-7/16"h





PASTER
DIMENSIONS: 24-3/4"w x 18-1/4"h

BURST
DIMENSIONS: 6-1/16"w x 5-1/4"h

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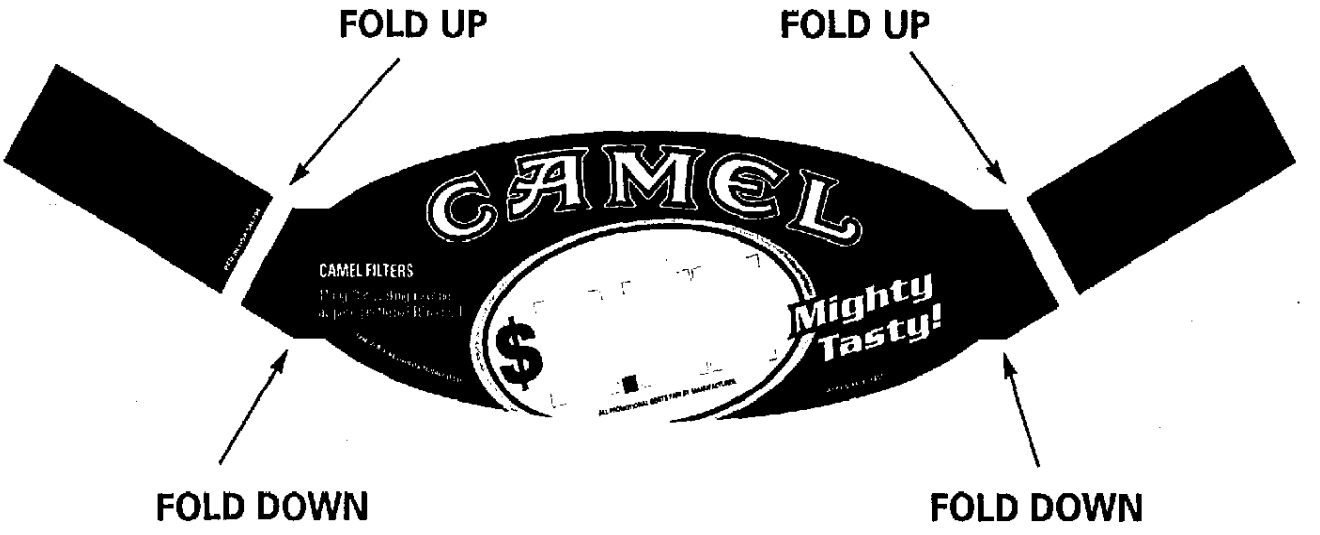
Source: https://www.industrydocuments.ucsf.edu/docs/hxvy0000

Channel Strip



Folded Channel Strip

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Source: https://www.industrydocuments.ucsf.edu/docs/hxvy0000

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Fourth Quarter 1998
CAMEL October DPC

	Region	40-Pack Displays	VPR Sheets (40 per sheet)	Tear Tape (# 6M Cases) CAMEL Filter Box	Tear Tape (# 6M Cases) CAMEL Lights Box	Total Offers
1100	Boston					
1200	New York Metro (1)	134	0	0	0	
1300	Philadelphia					
1600	Buffalo					
1700	Pittsburgh					
1701	Pittsburgh (Rite Aid)					
1800	Cincinnati					
	Total NESA					
2100	Winston-Salem					
2200	Atlanta					
2300	Florida					
2300	Florida (Eckerds)					
2600	Dallas					
2900	Richmond					
	Total SSA					
5100	N. California					
5400	S. California					
5600	Seattle					
5800	Houston					
	Total WSA					
6200	Chicago					
6300	Minneapolis					
6600	Denver					
6700	Detroit					
6900	St. Louis					
	Total MWSA					
	GRAND TOTAL					
(1) New York - **1,500** 2-carton displays (only funding required/no additional displays)						

sgr044/ccd
6/5/98

Source: https://www.industrydocuments.ucsf.edu/docs/hxvy0000

New York Metro Region Promotion Assessment Report

May ***Promotion : Camel T-Shirt*** ***New York Metro***

Direct Account Level Issues

Packing: OK

Billing: OK

Excecutional Time Frames: Very busy month. Too many Camel promotions. The brand does not sell well enough to support three promotions in two months.

Reporting Issues: OK

VAP Payments: OK

Retail Level Issues:

POS / PDI Impact: Very good

Packaging / Sleeve Impact: Sleeves did a good job of making consumers aware of the promotion. In the tiny City stores where an additional display is impossible, the sleeve guaranteed good exposure.

Consumer Reaction: Very positive. It has been a long time since we had a t-shirt promotion.

Retail Sell Through: 1 - 2 weeks.

Retailer Issues: Camel B2G1f/.10 last month and t-shirt this month are good promotions, but, too many in a short time frame.

Additional Comments:

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Source: https://www.industrydocuments.ucsf.edu/docs/hxvy0000

New York Metro Region Promotion Assessment Report

May ***Promotion : Camel 85¢ Off 2 Pks.*** ***New York Metro***

Direct Account Level Issues

Packing: Easy packing

Billing: OK for wholesaler but much confusion with retailer. Higher than usual refusals by retailer due to confusion of coupon.

Excecutional Time Frames:

Reporting Issues:

VAP Payments:

Retail Level Issues:

POS / PDI Impact: Should be brighter. Black does not stand out in the clutter

Packaging / Sleeve Impact: Good

Consumer Reaction: positive - it is a good deal.

Retail Sell Through: 1 - 4 weeks. Cam It Box selling MUCH better

Retailer Issues: Most retailers do not take coupons. They did not remember that we could redeme them for them and often refused the deal from the wholesaler. This promotion should have been off invoice. It would have been easier an less labor intensive for our sales reps.

Additional Comments:

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Source: https://www.industrydocuments.ucsf.edu/docs/hxvy0000

New York Metro Region Promotion Assessment Report

May ***Promotion : Camel CTS B4G1F*** ***New York Metro***

Direct Account Level Issues

Packing:
Billing:
Excecutional Time Frames:
Reporting Issues:
VAP Payments:

Retail Level Issues:

POS / PDI Impact: Good, very impactful.
Packaging / Sleeve Impact: Very effective. Stacked well at retail.
Consumer Reaction:
Retail Sell Through:
Retailer Issues:
Additional Comments:

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Source: https://www.industrydocuments.ucsf.edu/docs/hxvy0000